



The new Polaroid  
Electric Eye Cameras  
make perfect pictures  
in 10 seconds.

Why wait?

# The new photography

**WHAT IS IT?** It's the easiest way to make a picture that has yet been devised. You select the pictures. The camera does the work. No settings to make for exposure, no focusing with some models. No waiting! Your eye sees the picture. Snap it. Ten seconds later you hold it in your hand. All other ways of making pictures are old-fashioned compared to this.

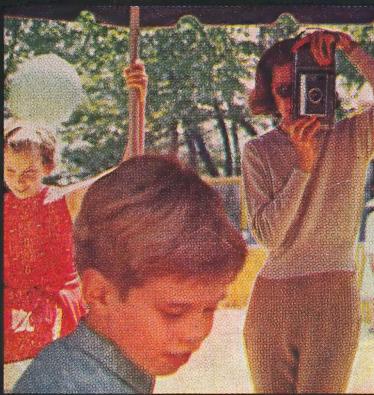
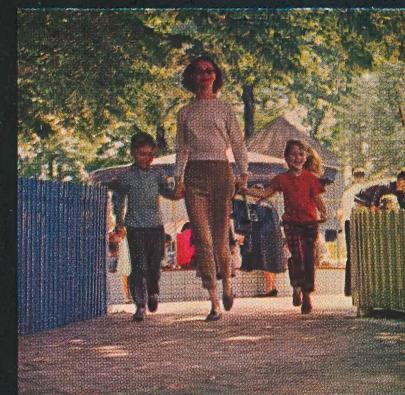
**HOW DOES IT WORK?** See a picture you want? You can take it with you in 10 seconds. Follow these steps. Pick up the camera. Aim it. Push the button. Your picture is captured now. Press two buttons. Pull the tab. Count to ten under your breath. Open the door in the back of the camera. There's the picture inside. Lift it out. It's yours.

**WHAT'S THE DIFFERENCE?** The difference comes in what you *don't* do. You don't have to take a light reading, set the lens opening, set the shutter speed, or focus. You don't have to guess. You don't have to send the film to the store to be developed, printed and enlarged. And you don't have to wait. The real fun of photography is in *seeing* the pictures, not making them.

**IS IT EXPENSIVE?** It's economical. The new Polaroid Electric Eye Cameras are less expensive than ever before—some actually less than the first Land Camera model that was introduced more than 12 years ago. And they are economical to use, too. You can take just one picture, and see it on the spot. You don't have to use up a whole roll of film to get one special picture as you often do with conventional cameras. The electric eye saves you money, too. You don't waste film on pictures that turn out too dark or too light. And remember, you always see what you get immediately. If the expression is not exactly what you want, you know it right away, can retake it while your subject is still in front of you.

**WHAT ABOUT COPIES?** It is easy to get beautiful copies of your favorite pictures as well as enlargements in several sizes. Polaroid Copy Service fills orders the same day they are received in the mail. Prices are low. You just send in the original picture. There is no negative to file away, or lose. Your picture can be copied or enlarged as often as you wish.

**HOW GOOD ARE THE PICTURES?** That's the question that counts. The answer is that they are pictures of superb quality. But you have to test this one to believe it. A demonstration only takes 10 seconds. Take the picture yourself. Compare it with any one that you have ever made before. *This is the new photography.*





Model J66

These two are the simplest Land Cameras ever made. They're as easy to use as one, two, three. You just press three buttons (actually numbered 1, 2, 3) and pull the tab. Ten seconds later you have your picture. You can make a perfect one the first try.

**NOTHING TO SET.** Women especially appreciate the simplicity of the J66 or the J33. The moment you open the camera you are ready to take a picture in any kind of lighting: bright sunlight, shadow, almost dark. Forget about painstaking focusing. Everything in your picture is sharp from 4½ feet to miles away. And if you want to take professional looking close-ups or portraits — as close as 32 inches — make one easy adjustment and you are ready to snap the picture.

**BUILT-IN FLASH.** Pictures at night are easy to snap. A small flashgun is built right into the front of the camera. It uses tiny AG-1 bulbs, the smallest, least expensive made. The camera is designed to use gentle bounce lighting off the ceiling for crisp, evenly-lighted indoor pictures. Twist the flashgun and you can also make direct flash pictures as far as 30 feet away. The camera will even signal you when the light level is such that a flashbulb is needed.

67.85

## The J33 and the J66: More camera for less money

The J66 (pictured at left with the complete kit) and the Polaroid J33 Land Camera (pictured below) actually cost about the same as the first comparable Land Camera models, introduced years ago.

The J66 makes the same large 3½ x 4½ inch pictures — but with what a difference! It's fully automatic. There are no settings you have to make. An electric eye chooses the exposure. You don't even have to focus. You don't need an expensive light meter. The flashgun is built-in too. And your picture is ready in just 10 seconds.

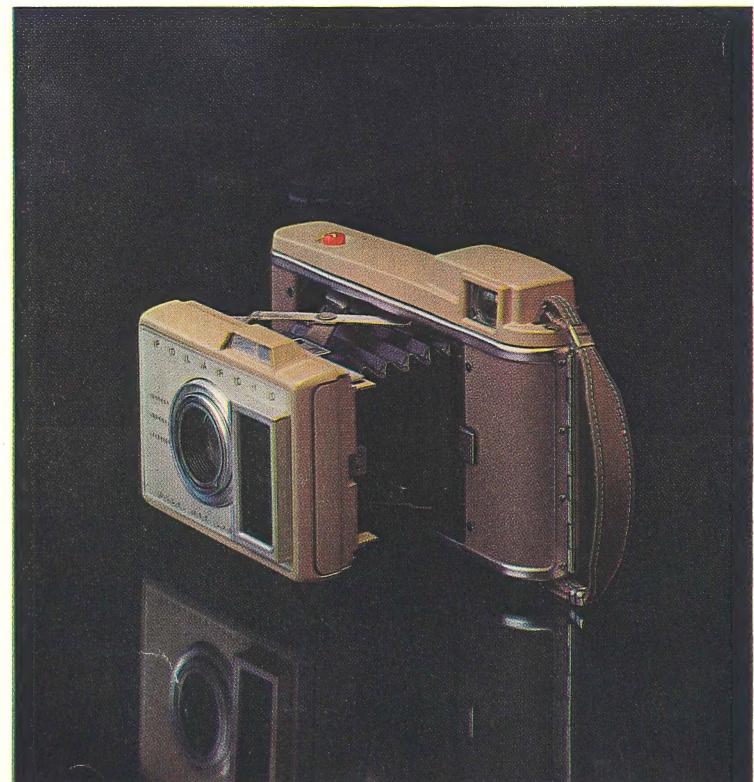
The J33 shares all these features, but makes a smaller sized (2½ x 3½ inch) picture.

There are twelve years of improvements, refinements and brand new ideas in these cameras. And yet they actually cost about the same as the first Land Cameras on the market.

The J66: under \$100. The J33: under \$75.

Both the J66 and the J33 are available in a complete kit (as are other models) that includes a handsome fitted carrying case, 3000 speed film, and a packet of AG-1 flashbulbs.

Model J33



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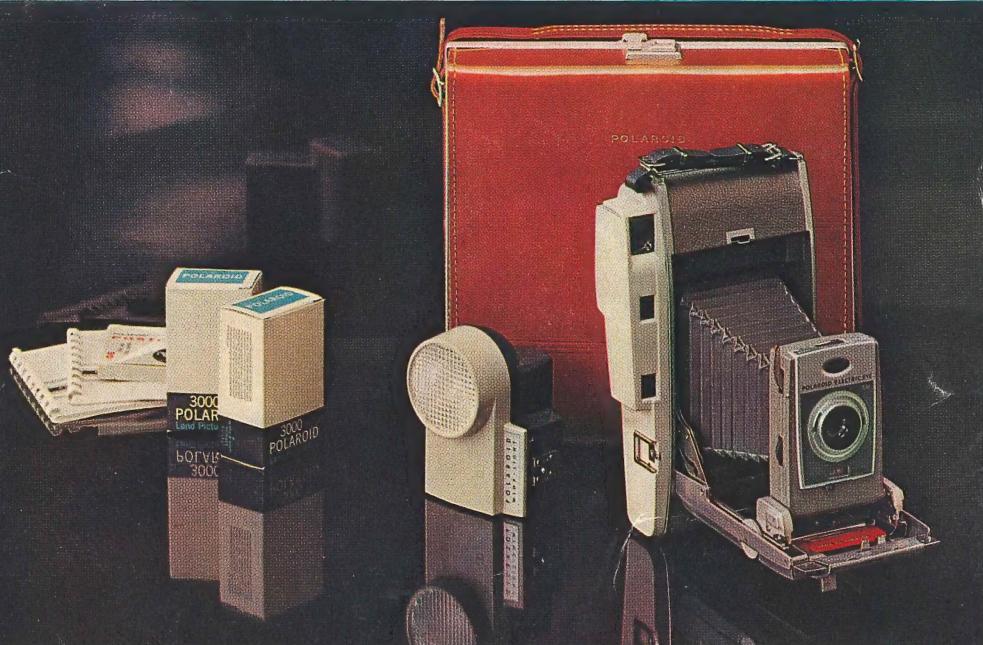
# The 850 and the 900: Widest range, no flashbulbs

No other electric eye camera made can match the range of automatic operation offered by these two Polaroid Land Cameras. You can take pictures in literally any light — indoors, outdoors, bright sunlight, or shade — without worrying about lens or shutter settings.

**THE MICRO EYE.** A radically new electric eye (the tiny oval opening above the lens) is the nerve center of the camera. It "sees" accurately indoors in low-level lamplight as well as outdoors in bright sunlight. It controls *both* the lens opening and shutter speed, over the full range of picture-taking situations.

**PICTURES WITHOUT FLASHBULBS.** Take this camera indoors, loaded with 3000 speed film. Clip on the Polaroid wink-light, a compact automatic fill-light that winks 1000 times on a single battery and bulb. Then take pictures. The lens opens up automatically, the shutter slows down to the precise speed for correct exposure. The wink-light fills in stray shadows. Many, if not most, of the pictures you want are found indoors, and these cameras deliver them as easily as snapping shots in the sunshine.

Model 850



Model 900

The Model 900 (pictured above) is the de luxe Polaroid Electric Eye Land Camera. It features a single-window view-finder that is perhaps the most accurate offset optical finder ever made. It includes: (1) a viewing window that is large enough for anyone's eye, even with glasses; (2) automatic correction for parallax; (3) an illuminated frame around the scene that shows exactly what you will get in your picture. This model is built with lifetime-lubricated bearings and the finest metal finishes. The price: under \$160.

The 850 (at left with complete kit) incorporates all the automatic features of the Model 900. It has a coupled rangefinder with separate systems for range and viewfinding. Price: under \$140.



Model 110B

## Professional versatility

This is the Land Camera for the professional or the skilled amateur who wants versatility and the broadest possible range. Not an electric eye camera, it is designed for the photographer who wants to create his own pictorial effects through the skillful use of manual lens and shutter settings. The huge German-made four-element lens has apertures from f/4.7 to f/45 plus a lens cap aperture of f/90 that provides extreme depth-of-field — from 20" to infinity. The Prontor shutter has speeds which range from one to 1/300th sec., and Bulb. Other features include a 10 sec. delay self-timer, full synchronization for flash, an electronic flash connector, an EV number system, the same superb projected frame viewfinder and rangefinder as the Model 900 (overleaf), and the same big picture size and construction details. Price: under \$175.